

MEDICAL ALARM CONCEPTS HOLDINGS INC
Form 10-Q
May 29, 2014

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 10-Q

QUARTERLY REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the Quarterly Period Ended March 31, 2013

TRANSITION REPORT PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

For the Transition Period from _____ to _____

Commission File Number: 333-153290

MEDICAL ALARM CONCEPTS HOLDINGS, INC.

(Exact name of registrant as specified in its charter)

NEVADA

(State or other jurisdiction of incorporation or organization)

26-3534190

(I.R.S. Employer Identification No.)

200 W. Church Road Suite B, King of Prussia, PA

(Address of principal executive offices)

19406

(Zip Code)

(877) 639-2929

(Registrant's telephone number, including area code)

N/A
(Former address)

Indicate by check mark whether the registrant (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter period that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days. Yes No

Indicate by check mark whether the registrant has submitted electronically and posted on its corporate Web site, if any, every Interactive Data File required to be submitted and posted pursuant to Rule 405 of Regulation S-T (§ 232.405 of this chapter) during the preceding 12 months (or for such shorter period that the registrant was required to submit and post such files). Yes No

Indicate by check mark whether the registrant is a large accelerated filer, an accelerated filer, a non-accelerated filer, or a smaller reporting company. See the definitions of large accelerated filer, accelerated filer and smaller reporting company in Rule 12b-2 of the Exchange Act.

Large accelerated filer Accelerated filer
Non-accelerated filer Smaller reporting company
(Do not check if a smaller reporting company)

Indicate by check mark whether the registrant is a shell company (as defined in Rule 12b-2 of the Exchange Act).

Yes No

Indicate the number of shares outstanding of each of the issuer's classes of common stock, as of the latest practicable date.

Class	Outstanding at May 29, 2014
Common Stock, \$0.001 par value per share	5,519,177 shares

Table of contents

PART I. FINANCIAL INFORMATION	3
ITEM 1. <u>FINANCIAL STATEMENTS</u>	3
ITEM 2. <u>MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS</u>	15
ITEM 3. <u>QUANTITATIVE AND QUALITATIVE DISCLOSURES ABOUT MARKET RISK</u>	19
ITEM 4. <u>CONTROLS AND PROCEDURES</u>	19
PART II. OTHER INFORMATION	21
ITEM 1. <u>LEGAL PROCEEDINGS</u>	21
ITEM 1A. <u>RISK FACTORS</u>	21
ITEM 2. <u>UNREGISTERED SALES OF EQUITY SECURITIES AND USE OF PROCEEDS</u>	21
ITEM 3. <u>DEFAULTS UPON SENIOR SECURITIES</u>	21
ITEM 4. <u>MINE SAFETY DISCLOSURES</u>	21
ITEM 5. <u>OTHER INFORMATION</u>	21
ITEM 6. <u>EXHIBITS</u>	21
SIGNATURES	22

[\(table of contents\)](#)

PART I. FINANCIAL INFORMATION

Item	1. Financial Statements	
medical alarm concepts holdings, inc.		
consolidated balance sheets		
	March 31, 2013 (Unaudited)	June 30, 2012
ASSETS		
CURRENT ASSETS		
Cash	\$81,529	\$20,577
Accounts receivable, net of allowance of \$30,240 and \$nil	55,304	815
Inventory	1,271	52,042
Loan receivable	—	60,000
Prepaid expense	87,684	—
Total current assets	225,788	133,434
NON-CURRENT ASSETS		
Property and equipment, net	7,027	10,964
Intangible assets, net	1,197,164	1,256,041
Total non-current assets	1,204,191	1,267,005
Total assets	\$1,429,979	\$1,400,439
LIABILITIES AND STOCKHOLDERS' DEFICIT		
CURRENT LIABILITIES		
Derivative liability	\$2,973,388	\$8,043,577
Accounts payable	59,128	122,972
Deferred revenue	200,345	68,148
Credit line payable - related party	618,844	629,594
Accrued expenses and other current liabilities	471,058	87,572
Total current liabilities	4,322,763	8,951,863
NON-CURRENT LIABILITIES		
Patent payable	2,500,000	2,500,000
Convertible notes payable, net of discount	258,385	196,323
Total non-current liabilities	2,758,385	2,696,323
Total liabilities	7,081,148	11,648,186
STOCKHOLDERS' DEFICIT		
Series A Convertible Preferred Stock: \$0.0001 par value; 100,000 shares authorized; 688 shares issued and outstanding as of March 31, 2013 and June 30, 2012, respectively	—	—
Series B Convertible Preferred Stock: \$0.0001 par value; 62,500 shares authorized; 9,938 shares issued and outstanding as of March 31, 2013 and June 30, 2012, respectively	1	1
Common stock: \$0.0001 par value; 20,000,000 shares authorized 977,219 shares and 717,103 shares issued and outstanding on March 31, 2013 and June 30, 2012,	98	72

respectively

Additional paid-in capital	8,520,615	7,407,291
Accumulated deficit	(14,171,883)	(17,655,111)
Total stockholders' deficit	(5,651,169)	(10,247,747)

TOTAL LIABILITIES AND STOCKHOLDERS' DEFICIT

\$1,429,979 \$1,400,439

See accompanying notes to the consolidated financial statements.

-3-

[\(table of contents\)](#)**MEDICAL ALARM CONCEPTS HOLDING, INC.****CONSOLIDATED STATEMENTS OF COMPREHENSIVE LOSS**

(Unaudited)

	For the three months ended		For the nine months ended	
	March 31,		March 31,	
	2013	2012	2013	2012
Revenue	\$ 179,110	\$ 45,624	\$ 464,475	\$ 163,285
Cost of revenue	105,049	77,217	249,003	126,944
Gross profit	74,061	(31,593)) 215,472	36,341
Operating expenses				
Selling expense	73,720	18,329	178,165	48,878
General and administrative	113,769	200,491	379,408	591,831
Total operating expenses	187,489	218,820	557,573	640,709
Loss from operations	(113,429)	(250,413)) (342,102)) (604,368)
Other (income) expense				
Change in fair value of derivative instrument	(324,176)	(19,927,535)	(4,290,296)	11,529,439
Interest expense	105,356	101,842	490,237	907,508
Gain on sale of subscriber accounts	—	—	—	(128,362)
Gain on debt extinguishment	—	—	(25,271)) —
Other expense	—	80,000	—	80,000.00
Total other (income) loss	(218,820)	(19,745,693)	(3,825,330)	12,388,585
Income (loss) before income tax	105,391	19,495,280	3,483,228	(12,992,953)
Income tax provision	—	—	—	—
Net income (loss)	\$ 105,391	\$ 19,495,280	\$ 3,483,228	\$ (12,992,953)
Net loss per common share - basic and diluted	\$ 0.11	\$ 35.44	\$ 3.94	\$ 25.59
Weighted average number of common shares - basic and diluted	943,108	550,050	883,336	507,729

See accompanying notes to the consolidated financial statements.

(table of contents)**medical alarm concepts holdings, inc.****consolidated statements of cash flows**

(Unaudited)

	For the nine months ended March 31,	
	2013	2012
Net loss	\$3,483,228	\$(12,992,953)
Adjustments to reconcile net loss to net cash used in operating activities:		
Common stock issued for services	28,267	51,267
Change in fair value of derivative instrument	(4,290,297)	11,529,439
Gain on debt extinguishment	(25,271)	—
Amortization of patent	58,877	58,877
Non-cash interest expense	311,424	724,119
Depreciation	3,937	3,938
Bad debt expense	—	80,000
Change in operating assets and liabilities		
Accounts receivable	(54,489)	(1,924)
Inventory	50,771	12,651
Prepaid expenses	(87,684)	—
Accounts payable	(63,844)	(31,679)
Accrued expenses	103,486	61,851
Deferred revenue	132,197	(9,171)
Net Cash Used in Operating Activities	(349,398)	(513,585)
CASH FLOWS FROM FINANCING ACTIVITIES		
Cash received from loan receivable	60,000	(140,000)
Proceeds from convertible notes	58,000	222,208
Proceeds from credit line	—	435,294
Proceeds from issuance of common stock, net of costs	23,100	—
Deposit for stock to be issued	280,000	—
Repayment of credit line	(10,750)	—
Net Cash Provided By Financing Activities	410,350	517,502
NET INCREASE IN CASH	60,952	3,917
CASH AT BEGINNING OF PERIOD	20,577	22
CASH AT END OF PERIOD	\$81,529	\$3,939
SUPPLEMENTAL DISCLOSURE OF CASH FLOW INFORMATION		
Cash paid for interest expense	\$75,000	\$148,500

Edgar Filing: MEDICAL ALARM CONCEPTS HOLDINGS INC - Form 10-Q

Cash paid for income taxes	\$—	\$—
Conversion of convertible notes to common stock	\$46,083	\$14,120
Derivative liability classified to additional paid-in capital upon conversion of related convertible notes	\$792,646	\$436,978
Derivative liability classified to additional paid-in capital upon forgiveness of warrants	\$259,443	\$—

See accompanying notes to the consolidated financial statements.

-5-

(table of contents) **MEDICAL ALARM CONCEPTS HOLDINGS, INC.**
NOTES TO FINANCIAL STATEMENTS

(Unaudited)

1. NATURE OF OPERATIONS

On June 4, 2008, Medical Alarm Concepts Holding, Inc. (the “Company”) was incorporated under the laws of the State of Nevada. The Company was formed for the sole purpose of acquiring all of the membership units of Medical Alarm Concepts LLC, a Pennsylvania limited liability company (“Medical LLC”).

The Company utilizes new technology in the medical alarm industry to provide 24-hour personal response monitoring services and related products to subscribers with medical or age-related conditions.

2. SUMMARY OF ACCOUNTING POLICIES

Basis of Presentation and Consolidation

The Company’s consolidated financial statements have been prepared in accordance with accounting principles generally accepted in the United States (“GAAP”).

The consolidated financial statements include the accounts of the Company and its wholly owned subsidiary. All significant inter-company transactions and balances among the Company and its subsidiary are eliminated upon consolidation.

These interim consolidated financial statements are unaudited. In the opinion of management, all adjustments (consisting solely of normal recurring adjustments) and disclosures necessary for a fair presentation of these interim consolidated financial statements have been included. The results reported in the consolidated financial statements for any interim periods are not necessarily indicative of the results that may be reported for the entire year or any other periods. (a) The consolidated balance sheet as of June 30, 2012, which was derived from audited financial statements, and (b) the unaudited interim consolidated financial statements have been prepared pursuant to the rules and regulations of the Securities and Exchange Commission. Certain information and note disclosures normally included in annual financial statements prepared in accordance with accounting principles generally accepted in the United States have been condensed or omitted pursuant to those rules and regulations, although the Company believes that the disclosures made are adequate to make the information not misleading. These unaudited consolidated financial statements should be read in conjunction with the consolidated financial statements and accompanying footnotes

included in the Company's Annual Report on Form 10-K for the year ended June 30, 2012.

Certain amounts included in prior period financial statements have been reclassified to conform with current period financial statements presentation.

Reverse Split

On February 14, 2014, the company filed a Certificate of Change with the State of Nevada to effect a 1-for-800 reverse stock split on the issued and outstanding preferred and common stock. All relevant information relating to numbers of shares and warrants and per share information have been retrospectively adjusted to reflect the reverse stock split for all periods presented.

Use of Estimates

The preparation of the financial statements in conformity with Generally Accepted Accounting Principles ("GAAP") requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the dates of the financial statements and the reported amounts of revenue and expenses during the reporting periods. Actual results could differ from those estimates. These estimates and assumptions include the collectability of accounts receivable and deferred taxes and related valuation allowances. Certain of our estimates, including evaluating the collectability of accounts receivable, could be affected by external conditions, including those unique to our industry, and general economic conditions. It is possible that these external factors could have an effect on our estimates that could cause actual results to differ from our estimates. We re-evaluate all of our accounting estimates at least quarterly based on these conditions and record adjustments when necessary.

Inventory

(table of contents) **MEDICAL ALARM CONCEPTS HOLDINGS, INC.**
NOTES TO FINANCIAL STATEMENTS

(Unaudited)

The Company values inventory, consisting of purchased products, at the lower of cost or market. Cost is determined on the first-in and first-out (“FIFO”) method. The Company regularly reviews its inventories on hand and, when necessary, records a provision for excess or obsolete inventories based primarily on current selling price and spot market prices. The Company determined that there was no inventory obsolescence as of March 31, 2013.

Impairment of long-lived assets

The Company follows section 360-10-05-4 of the FASB Accounting Standards Codification for its long-lived assets. The Company’s reviews its long-lived assets, which include property and equipment, and patent, for impairment whenever events or changes in circumstances indicate that the carrying amount of an asset may not be recoverable.

The Company assesses the recoverability of its long-lived assets by comparing the projected undiscounted net cash flows associated with the related long-lived asset or group of long-lived assets over their remaining estimated useful lives against their respective carrying amounts. Impairment, if any, is based on the excess of the carrying amount over the fair value of those assets. Fair value is generally determined using the asset’s expected future undiscounted cash flows or market value, if readily determinable. If long-lived assets are determined to be recoverable, but the newly determined remaining estimated useful lives are shorter than originally estimated, the net book values of the long-lived assets are depreciated or amortized over the newly determined remaining estimated useful lives. The Company determined that there were no impairment of long-lived assets as of March 31, 2013.

Derivative warrant liability

The Company evaluates its convertible debt, options, warrants or other contracts to determine if those contracts or embedded components of those contracts qualify as derivatives to be separately accounted for in accordance with paragraph 810-10-05-4 of the FASB Accounting Standards Codification and paragraph 815-40-25 of the FASB Accounting Standards Codification. The result of this accounting treatment is that the fair value of the embedded derivative is marked-to-market each balance sheet date and recorded as a liability. In the event that the fair value is recorded as a liability, the change in fair value is recorded in the Statement of Operations as other income or expense. Upon conversion, exercise or cancellation of a derivative instrument, the instrument is marked to fair value at the conversion date and then the related fair value is reclassified to equity.

In circumstances where the embedded conversion option in a convertible instrument is required to be bifurcated and there are also other embedded derivative instruments in the convertible instrument that are required to be bifurcated, the bifurcated derivative instruments are accounted for as a single, compound derivative instrument.

The classification of derivative instruments, including whether such instruments should be recorded as liabilities or as equity, is re-assessed at the end of each reporting period. Equity instruments that are initially classified as equity that become subject to reclassification are reclassified to liability at the fair value of the instrument on the reclassification date. Derivative instrument liabilities will be classified in the balance sheet as current or non-current based on whether or not net-cash settlement of the derivative instrument is expected within 12 months of the balance sheet date.

On January 1, 2009, the Company adopted Section 815-40-15 of the FASB Accounting Standards Codification (“Section 815-40-15”) to determine whether an instrument (or an embedded feature) is indexed to the Company’s own stock. Section 815-40-15 provides that an entity should use a two-step approach to evaluate whether an equity-linked financial instrument (or embedded feature) is indexed to its own stock, including evaluating the instrument’s contingent exercise and settlement provisions. The adoption of Section 815-40-15 has affected the accounting for certain freestanding warrants that contain exercise price adjustment features.

Fair Value of Financial Instruments

The Company follows paragraph 825-10-50-10 of the FASB Accounting Standards Codification for disclosures about fair value of its financial instruments and paragraph 820-10-35-37 of the FASB Accounting Standards Codification (“Paragraph 820-10-35-37”) to measure the fair value of its financial instruments. Paragraph 820-10-35-37 establishes a framework for measuring fair value pursuant to GAAP and expands disclosures about fair value measurements. To increase consistency and comparability in fair value measurements and related disclosures, Paragraph 820-10-35-37 establishes a fair value hierarchy which prioritizes the inputs to valuation techniques used to measure fair value into three (3) broad levels. The fair value hierarchy gives the highest priority to quoted prices (unadjusted) in active markets for identical assets or liabilities and the lowest priority to unobservable inputs. The three (3) levels of fair value hierarchy defined by Paragraph 820-10-35-37 are described below:

(table of contents) **MEDICAL ALARM CONCEPTS HOLDINGS, INC.**
NOTES TO FINANCIAL STATEMENTS

(Unaudited)

Level 1 Quoted market prices available in active markets for identical assets or liabilities as of the reporting date.

Level 2 Pricing inputs other than quoted prices in active markets included in Level 1, which are either directly or indirectly observable as of the reporting date.

Level 3 Pricing inputs that are generally observable inputs and not corroborated by market data.

The carrying amounts of the Company's financial assets and liabilities, such as cash, accounts receivable, inventory, accounts payable, deferred revenues and accrued liabilities, approximate their fair values because of the short maturity of these instruments. The Company's convertible notes payable and patent payable approximate the fair value of such instruments based upon management's best estimate of interest rates that would be available to the Company for similar financial arrangements at March 31, 2013.

The derivative liability which consists of embedded conversion feature and warrants issued in connection with our convertible debt, classified as a level 3 liability, are the only financial liability measured at fair value on a recurring basis.

Income Taxes

The Company accounts for income taxes under the provisions of FASB ASC Topic 740, "Income Tax," which requires recognition of deferred tax assets and liabilities for the expected future tax consequences of events that have been included in the consolidated financial statements or tax returns. Deferred tax assets and liabilities are recognized for the future tax consequence attributable to the difference between the tax bases of assets and liabilities and their reported amounts in the financial statements. Deferred tax assets and liabilities are measured using the enacted tax rate expected to apply to taxable income in the years in which those temporary differences are expected to be recovered or settled. The effect on deferred tax assets and liabilities of a change in tax rates is recognized in income in the period that includes the enactment date. The Company establishes a valuation when it is more likely than not that the assets will not be recovered.

ASC Topic 740.10.30 clarifies the accounting for uncertainty in income taxes recognized in an enterprise's financial statements and prescribes a recognition threshold and measurement attribute for the financial statement recognition and measurement of a tax position taken or expected to be taken in a tax return. ASC Topic 740.10.40 provides guidance on derecognition, classification, interest and penalties, accounting in interim periods, disclosure, and transition. We have no material uncertain tax positions for any of the reporting periods presented.

Revenue Recognition

The Company's revenues are derived principally from utilizing new technology in the medical alarm industry to provide 24-hour personal response monitoring services and related products to subscribers with medical or age-related conditions. The Company applies paragraph 605-10-S99-1 of the FASB Accounting Standards Codification for revenue recognition. The Company will recognize revenue when it is realized or realizable and earned. The Company considers revenue realized or realizable and earned when it has persuasive evidence of an arrangement that the services have been rendered to the customer, the sales price is fixed or determinable, and collectability is reasonably assured.

All revenues from subscription arrangements are recognized ratably over the term of such arrangements. The excess of amounts received over the income recognized is recorded as deferred revenue on the consolidated balance sheet.

Shipping and Handling Costs

The Company accounts for shipping and handling fees in accordance with paragraph 605-45-45-19 of the FASB Accounting Standards Codification. While amounts charged to customers for shipping products are included in revenues, the related costs are classified in cost of goods sold as incurred.

Stock-Based Compensation

We recognize compensation expense for stock-based compensation in accordance with ASC Topic 718. For employee stock-based awards, we calculate the fair value of the award on the date of grant using the Black-Scholes method for stock options and the quoted price of our common stock for unrestricted shares; the expense is recognized over the service period for awards expected to vest. For non-employee stock-based awards, we calculate the fair value of the award on the date of grant in the same manner as employee awards. However, the awards are revalued at the end of each reporting period and the pro rata compensation expense is adjusted accordingly until such time the nonemployee award is fully vested, at which time the total compensation recognized to date equals the fair value of the stock-based award as calculated on the measurement date, which is the date at which the award recipient's performance is complete. The estimation of stock-based awards that will ultimately vest requires judgment, and to the extent actual results or updated estimates differ from original estimates, such amounts are recorded as a cumulative adjustment in the period estimates are revised. We consider many factors when estimating expected forfeitures, including types of awards, employee class, and historical experience.

(table of contents) **MEDICAL ALARM CONCEPTS HOLDINGS, INC.**
NOTES TO FINANCIAL STATEMENTS

(Unaudited)

Net Loss per Common Share

Net loss per common share is computed pursuant to section 260-10-45 of the FASB Accounting Standards Codification. Basic net loss per common share is computed by taking net loss divided by the weighted average number of common shares outstanding for the period. Diluted net loss per common share is computed by dividing net loss by the weighted average number of shares of common stock and potentially outstanding shares of common stock during the period to reflect the potential dilution that could occur from common shares issuable through stock options, warrants, and convertible debt. These potential shares of common stock were not included as they were anti-dilutive.

3.

GOING CONCERN

These consolidated financial statements are presented on the basis that the Company will continue as a going concern. The going concern concept contemplates the realization of assets and satisfaction of liabilities in the normal course of business

As reflected in the accompanying consolidated financial statements, as of March 31, 2013, the Company has working capital deficit of \$4,096,975; did not generate cash from its operations; had stockholders' deficit of \$5,401,170 and had operating loss for past three years. These circumstances, among others, raise substantial doubt about the Company's ability to continue as a going concern.

While the Company is attempting to generate sufficient revenues, the Company's cash position may not be enough to support the Company's daily operations. Management intends to raise additional funds by way of a public or private offering. Management believes that the actions presently being taken to further implement its business plan and generate sufficient revenues provide the opportunity for the Company to continue as a going concern. While the Company believes in the viability of its strategy to increase revenues and in its ability to raise additional funds, there can be no assurances to that effect. The ability of the Company to continue as a going concern is dependent upon the Company's ability to further implement its business plan and generate sufficient revenues.

The consolidated financial statements do not include any adjustments that might be necessary if the Company is unable to continue as a going concern.

4.

LOAN RECEIVABLE

On January 5, 2012, the Company entered into a financing agreement and security agreement (“Financing Agreement”) with First Fitness International, Inc. (“First Fitness”). Under the Financing Agreement, the Company agreed to lend to First Fitness of a loan in total amount of \$200,000. The maturity date of the loan is January 3, 2013. The loan bears interest on each day at the rate of 10% per annum. In the event of default, the rate of interest shall be 20% per annum. On August 16, 2012, the Company and First Fitness entered into amendment agreement to financing and security agreement (“Termination Agreement”), pursuant to which, the Company and First Fitness agreed to terminate the Financing Agreement on condition that First Fitness pays the Company repayment of \$60,000 on August 21, 2012 and all remaining balance relating to the Financing agreement has been forgiven. The Company received \$60,000 on August 16, 2012 and recorded bad debt expense of \$80,000 in the quarter ended March 31, 2012.

5.

PATENT

On July 10, 2008, the Company entered into a Purchase Agreement and Patent Assignment Agreement (the “Agreement”) to be effective July 31, 2008. The Company is obligated to pay the seller \$2,500,000 on June 30, 2012. The Agreement specifies interest of 6% to be payable monthly, commencing on July 31, 2008. The seller will reacquire all patents and applications if payment is not made on June 30, 2012. On March 29, 2014, this due date was extended to June 30, 2014.

The patent is being amortized over its estimated useful life. During the year ended June 30, 2011, estimated useful life of the patent was changed from six years to twenty years due to change of accounting estimates. Amortization of patent aggregated \$19,626 and \$19,626 for the quarter ended March 31, 2013 and 2012 respectively.

Patent, stated at cost, less accumulated amortization at March 31, 2013 and June 30, 2012, consisted of the following:

(table of contents) **MEDICAL ALARM CONCEPTS HOLDINGS, INC.**
NOTES TO FINANCIAL STATEMENTS

(Unaudited)

	March 31, 2013	June 30, 2012
Patent	\$2,500,000	\$2,500,000
Less: accumulated amortization	(1,302,836)	(1,243,959)
	\$1,197,164	\$1,256,041

6. CREDIT LINE – RELATED PARTY

On January 6, 2012, the Company and Biotech Development Group, LLC. (“Biotech”), a shareholder, entered into a credit line agreement (“Credit Line Agreement”), pursuant to which, Biotech agreed to give the Company a line of credit to borrow up to \$500,000. The principal balance is due on December 31, 2012. This credit line bears interest at 8% per annum and due quarterly. On May 18, 2012, the credit line was increased to \$750,000. On June 11, 2013, the due date of the credit line was extended to December 31, 2014.

7. CONVERTIBLE NOTES PAYABLE

During the nine months ended March 31, 2013, the Company issued convertible notes for total amount of \$58,000. The convertible notes are convertible into shares of the Company’s common stock at a fixed conversion price equal to the lesser of the fixed conversion price of \$0.0014, or seventy five percent (75%) of the average of the closing bid price of the common stock as reported by Bloomberg LP for the principal market for the 5 trading days preceding the conversion date and due in November 15, 2014.

During the nine months ended March 31, 2013, convertible notes with total face amount of \$46,083 were converted to 204,527 shares of common stock.

The following table summarizes the convertible promissory notes movement:

Balance at June 30, 2012	347,610
Convertible notes issued	58,000
Convertible notes converted	(46,083)
Total	359,527
Less: debt discount	(101,142)
Balance at March 31, 2013	258,385

8.

COMMON STOCK

During the nine months ended March 31, 2013, 227,251 shares of common stocks were issued to various investors resulting from their conversion of \$46,083 convertible notes.

During the nine months ended March 31, 2013, 32,865 shares of common stocks were issued to various investors for \$23,100 cash.

On January 13, 2014, the Company filed an Amendment to its Articles of Incorporation (the "Amendment") with the Nevada Secretary of State, effecting the increase of its authorized number of shares of Common Stock. This amendment to the Company's Articles of Incorporation increased the number of the Company's authorized shares of common stock, par value \$0.0001 per share, from 1,400,000,000 to 16,000,000,000.

On February 14, 2014, the Company filed a Certificate of Change (the "Certificate"), pursuant to Nevada Revised Statutes (the "NRS") Section 78.209 and the Company's Reverse Stock Split of its Preferred Series A stock, Preferred Series B stock, and Common Stock, all at the par value of \$0.0001 per share, at a ratio of 1-for-800 (the "Reverse Stock Split") took effective. No fractional shares issued, and no cash or other consideration will be paid. Instead, the Company issued one whole share of the post-Reverse Stock Split Common Stock to any stockholder who otherwise would have received a fractional share as a result of the Reverse Stock Split. See Note 12 "Subsequent Event."

As a result of increasing authorized number of common stocks and Reverse Stock Split, number of Series A Convertible Preferred Stock, Series B Convertible Preferred Stock and Common Stock are presented by the following table.

(table of contents) **MEDICAL ALARM CONCEPTS HOLDINGS, INC.**
NOTES TO FINANCIAL STATEMENTS

(Unaudited)

	Par value	Authorized No. of shares	March 31, 2013	June 30, 2012
Series A Convertible Preferred Stock	\$0.0001 per share	100,000	688	688
Series B Convertible Preferred Stock	\$0.0001 per share	62,500	9,938	9,938
Common Stock	\$0.0001 per share	20,000,000	977,219	717,103

9.

WARRANTS

Stock warrant activities for the six months ended March 31, 2013 is summarized as follows:

	Number of shares		Weighted average exercise price
	Prior to Reverse Stock Split	After Reverse Stock Split	
Outstanding at June 30, 2012	139,683,763	174,605	0.0002
Granted	41,000,000	51,250	0.0014
Exercised	1,181,707	1,477	0.0002
Forgiven	94,542,269	118,178	0.0012
Outstanding at March 31, 2013	84,959,787	106,200	0.0004

On August 3, 2012, a shareholder agreed to forgive warrants to purchase 59,606,148 shares (prior to Reverse Stock Split) of common stock. The exercise prices of warrants forgiven ranged from \$0.0002 to \$0.0018 per share. Fair market value of warrants forgiven was classified as derivative liability totaled \$178,816 and was recorded as additional paid-in capital.

On August 3, 2012, an investor agreed to forgive warrants to purchase 1,219,512 shares (prior to Reverse Stock Split) of common stock. The exercise prices of warrants forgiven were \$0.0002 per share. Fair market value of warrants forgiven was classified as derivative liability totaled \$3,659 and was recorded as additional paid-in capital.

On February 19, 2013, a shareholder agreed to forgive warrants to purchase 33,716,609 shares (prior to Reverse Stock Split) of common stock. The exercise prices of warrants forgiven ranged from \$0.0002 to \$0.0014 per share. Fair market value of warrants forgiven was classified as derivative liability totaled \$76,968 and was recorded as additional paid-in capital.

On March 4, 2013, two investors exercised warrants to purchase 1,181,707 shares (prior to Reverse Stock Split) of common stocks on cashless basis. Resulting from their conversion, the Company issued 1,078,949 (prior to Reverse Stock Split) shares of common stocks to them.

10. DERIVATIVE WARRANT LIABILITY AND FAIR VALUE

The Company has evaluated the application of ASC 815 Derivatives and Hedging (formerly SFAS No. 133) and ASC 815-40-25 to the Warrants to purchase common stock issued with the Convertible Notes and service agreements. Based on the guidance in ASC 815 and ASC 815-40-25, the Company concluded these instruments were required to be accounted for as derivatives due to the down round protection feature on the conversion price and the exercise price. The Company records the fair value of these derivatives on its balance sheet at fair value with changes in the values of these derivatives reflected in the statements of operations as "Gain (loss) on derivative liabilities." These derivative instruments are not designated as hedging instruments under ASC 815 and are disclosed on the balance sheet under Derivative Liabilities.

The Company accounted for the issuance of the convertible debentures in accordance with ASC 815 "Derivatives and Hedging." The debentures are convertible into an indeterminate number of shares for which the Company cannot determine if it has sufficient authorized shares to settle the transaction with. Accordingly, the embedded conversion option is a derivative liability and is marked to market through earnings at the end of each reporting period.

The gross proceed from the sale of the debentures are recorded net of a discount of related to the conversion feature of the embedded conversion option. When the fair value of conversion options is in excess of the debt discount the amount of \$203,230 and \$637,600 has been included as a component of interest expense in the statement of comprehensive loss during the three months ended March 31, 2013 and 2012, respectively. During the nine months ended March 31, 2012, the Company recorded \$11,529,439 into other expense, resulting from changes of fair value of derivative instrument; comparably during the same period of 2013, the Company recorded other income of \$4,290,296.

(table of contents) **MEDICAL ALARM CONCEPTS HOLDINGS, INC.**
NOTES TO FINANCIAL STATEMENTS

(Unaudited)

The fair value of the Warrants underlying the promissory notes issued at the time of their issuance was calculated pursuant to the Black-Scholes option pricing model. The fair value was recorded as a reduction to the promissory notes payable and was charged to operations as interest expense in accordance with effective interest method within the period of the promissory notes. Significant assumptions used in calculating fair value of outstanding warrants are as follows.

Expected dividend	Expected volatility	Risk-free rate of interest	Expected term (year)	Exercise price	Underlying Number of shares
-	223.68% - 409.94%	0.07%/1 year 0.35%/2 years 0.5%/3 years	As set forth by each promissory note agreement	between 0.0014 and \$0.0002 per share	As set forth by each promissory note agreement

The Company accounts for the conversion of convertible debt when a conversion option has been bifurcated using the general extinguishment standards. The debt and equity linked derivatives are removed at their carrying amounts and the shares issued are measured at their then-current fair value, with any difference recorded as a gain or loss on extinguishment of the two separate accounting liabilities. During the nine months ended March 31, 2013, the Company recognized a gain on extinguishment of \$25,271 from the conversion of convertible debt with a bifurcated conversion option.

11.

INCOME TAX

The reconciliation of income tax benefit at the U.S. statutory rate of 34% for the six months ended March 31, 2013 and 2012 to the Company's effective tax rate is as follows:

	Nine months ended March 31,	
	2013	2012
U.S. federal statutory rate	(34.0)%	(34.0)%
State income tax, net of federal benefit	(9.99)%	(9.99)%
Change in valuation allowance	43.99 %	43.99 %
Income tax provision (benefit)	0.0 %	0.0 %

The benefit for income tax is summarized as follows:

	Nine months ended	
	March 31,	
	2013	2012
Federal:		
Current	\$—	\$—
Deferred	(74,387)	(685,900)
State and local:		
Current	—	—
Deferred	(21,857)	(201,534)
Change in valuation allowance	96,244	887,434
Income tax provision (benefit)	\$—	\$—

As of March 31, 2013, the Company had approximately \$9.6 million of federal and state net operating loss carryovers (“NOLs”) which begin to expire in 2028. Utilization of the NOLs may be subject to limitation under the Internal Revenue Code Section 382 should there be a greater than 50% ownership change as determined under regulations.

In assessing the realization of deferred tax assets, management considers whether it is more likely than not that some portion or all of the deferred tax assets will be realized. The ultimate realization of deferred tax assets is dependent upon the generation of future taxable income during the periods in which those temporary differences become deductible. Management considers the scheduled reversal of deferred tax liabilities, projected future taxable income and tax planning strategies in making this assessment. Based on the assessment, management has established a full valuation allowance against the entire deferred tax asset relating to NOLs for every period because it is more likely than not that all of the deferred tax asset will not be realized.

(table of contents) **MEDICAL ALARM CONCEPTS HOLDINGS, INC.**
NOTES TO FINANCIAL STATEMENTS

(Unaudited)

The Company files U.S. federal and states of Pennsylvania tax returns that are subject to audit by tax authorities beginning with the year ended June 30, 2008. The Company's policy is to classify assessments, if any, for tax and related interest and penalties as tax expense.

12. CONCENTRATIONS

The Company had only one supplier during the three months ended March 31, 2013 and 2012, respectively.

13. SUBSEQUENT EVENT

On April 3, 2013, the Company reached an agreement with the holder of its revolving credit line. The parties agreed it was in the best interest of both parties to cancel repayment of \$236,397 of the balance of the revolving credit line carrying a percent simple annualized interest, due and payable on December 31, 2014.

On May 17, 2013, as also disclosed in the Medical Alarm Concepts Holdings, Inc. (the "Company") definitive Schedule 14C Information Statement dated May 17, 2013, a majority in interest of the Common Stock holders approved an amendment to its Articles of Incorporation. The amendment is effective upon the filing of the Amended and Restated Articles of Incorporation with the Nevada Secretary of State. On June 7, 2013, the Company filed an Amendment to its Articles of Incorporation (the "Amendment") with the Nevada Secretary of State, affecting the increase of its authorized number of shares of Common Stock (the "Authorized Share Increase). This amendment to the Company's Articles of Incorporation increased the number of the Company's authorized shares of common stock, par value \$0.001 per share, from 800,000,000 to 1,400,000,000.

On May 28, 2013, the Company entered into an agreement with holders of its convertible debentures canceling all remanding warrants outstanding related to convertible notes dated March 2009 and all convertible notes dated at any time during 2011, 2012, or 2013. As of this date, all warrants outstanding have been cancelled.

On June 6, 2013 and June 18, 2013 - The Company issued a total of 31,250 common shares for conversion of \$5,000 of debt relating to notes dated July 27, 2011. The shares have not been registered under the Securities Act and were not registered or qualified in any jurisdiction.

On June 24, 2013, the Company issued 86,250 shares for conversion of \$13,800 of convertible notes. The shares have not been registered under the Security Act and were not registered or qualified in any jurisdiction.

On June 25, 2013, the Company issued 602,093 shares of common stock to various investors for \$227,500.

On August 14, 2013, the Company issued 9,086 restricted common shares various investors for \$13,050. Securities purchased in this offering may not be transferred or resold except as permitted under The Securities Act of 1933, as amended, and applicable state securities laws, pursuant to registration or exemption therefrom. Securities purchased in this Offering will be legended to reflect the foregoing rights and obligations. The Securities Purchase Agreement contains customary representations and warranties and covenants of the Company and the Buyers. Pursuant to the terms of the Securities Purchase Agreement, the Company has agreed to provide customary indemnification to the Buyers, their affiliates and agents against certain liabilities.

On December 31, 2013, the Company issued 318,467 shares of common stock for conversion of \$50,955 of convertible notes.

On December 15, 2013, the Company entered into a Global Settlement Agreement (the "Agreement") with the holder of its credit line and major shareholders. Under the terms of the agreement, all of the Company's credit line and accrued interests on credit line were forgiven and all of the convertible debt would be converted to common shares, except for the balance of \$25,908.07.

In exchange for the credit line cancellation and the conversion of convertible debt, both parties agreed on the following terms: 1) the management team agreed to modify its September 19, 2011 agreement with the Company giving up all anti-dilution rights, 2) the Company agreed to take steps to increase the number of authorized shares to accommodate the debt conversions and would complete a reverse split of its shares, 3) The Company would file a registration statement with the SEC, and 4) the Company would continue to file past due periodic reports with the SEC on Forms 10-Q and 10-K in order to return the Company to full reporting status, a process that is already well underway.

(table of contents) **MEDICAL ALARM CONCEPTS HOLDINGS, INC.**
NOTES TO FINANCIAL STATEMENTS

(Unaudited)

On January 13, 2014, the Company filed an Amendment to its Articles of Incorporation (the "Amendment") with the Nevada Secretary of State, effecting the increase of its authorized number of shares of Common Stock. This amendment to the Company's Articles of Incorporation increased the number of the Company's authorized shares of common stock, par value \$0.001 per share, from 1,400,000,000 to 16,000,000,000.

On February 5, 2014, the Company issued 113,931 shares of common stock to two investors for \$52,500.

On February 5, 2014 the Company issued 50,000 shares of common stocks to a shareholder as compensation of consulting services provided to the Company.

On February 5, 2014, the Company issued 36,250 shares of common stocks to an investor as repayment of promissory note of \$29,000, which was dated June 14, 2013.

On February 5, 2014, the Company issued 1,493,669 shares of common stocks to the Company's management and various assignees pursuant to Global Settlement Agreement.

On February 6, 2014, the Company issued 1,805,463 shares of common stocks to various debt holders pursuant Global Settlement Agreement.

On February 14, 2014, the Company filed a Certificate of Change (the "Certificate"), pursuant to Nevada Revised Statutes (the "NRS") Section 78.209 and the Company's Reverse Stock Split of its Preferred Series A stock, Preferred Series B stock, and Common Stock, all at the par value of \$0.0001 per share, at a ratio of 1-for-800 (the "Reverse Stock Split") took effective. No fractional shares issued, and no cash or other consideration will be paid. Instead, the Company issued one whole share of the post-Reverse Stock Split Common Stock to any stockholder who otherwise would have received a fractional share as a result of the Reverse Stock Split.

As a result of the increase of Amendment increasing authorized number of common stocks and Reverse Stock Split, number of Series A Convertible Preferred Stock, Series B Convertible Preferred Stock and Common Stock are presented by the following table.

Edgar Filing: MEDICAL ALARM CONCEPTS HOLDINGS INC - Form 10-Q

	Par value	Authorized No. of shares	March 31, 2013	June 30, 2012
Series A Convertible Preferred Stock	\$0.0001 per share	100,000	688	688
Series B Convertible Preferred Stock	\$0.0001 per share	62,500	9,938	9,938
Common Stock	\$0.0001 per share	20,000,000	977,219	717,103

-14-

(table of contents)

ITEM 2. MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS.

This Quarterly Report on Form 10-Q for the three months ended March 31, 2013 contains "forward-looking statements" within the meaning of Section 21E of the Securities and Exchange Act of 1934, as amended, including statements that include the words "believes," "expects," "anticipates," or similar expressions. These forward-looking statements include, among others, statements concerning our expectations regarding our working capital requirements, financing requirements, business, growth prospects, competition and results of operations, and other statements of expectations, beliefs, future plans and strategies, anticipated events or trends, and similar expressions concerning matters that are not historical facts. The forward-looking statements in this Quarterly Report on Form 10-Q for the three and six months ended March 31, 2013 involve known and unknown risks, uncertainties and other factors that could cause our actual results, performance or achievements to differ materially from those expressed in or implied by the forward-looking statements contained herein.

Overview and Recent Events

Medical Alarm Concepts Holding, Inc. was organized in mid 2008. The operation was financed with a considerable amount of toxic convertible debt. This type of financing, along with several other issues, prevented the Company from realizing a robust growth rate for its first few years of operation. Since that time considerable management time has been spent and investor money utilized to turn the Company's operation around. As of the date of this filing, Medical Alarm Concepts is currently experiencing a robust growth rate, quality relationships with quality customers, a significantly improved balance sheet, and most importantly, the Company has now reached operational positive cash flow status.

The Company's product is called the MediPendant®, which is a personal emergency alarm that is mainly purchased by adults for their aging parents. While it is primarily a device for older people, there is also a market for those who are physically disabled, as well as for persons living alone. The MediPendant® device has significant feature and function advantages over other personal medical alarms in the marketplace today. Approximately 80% of all medical alarms currently being sold in the United States are first-generation technologies that require the user to speak and listen through a central base station unit. If the user of one of these older generation products is not within speaking or listening distance to the base station, the user may not be heard by the operator in the centralized emergency monitoring center.

The MediPendant® enables the wearer to simply speak and listen directly through the pendant in the event of an emergency. The MediPendant® is designed to be worn in the bath or shower and offers a 600-foot range so that the wearer can operate the unit from virtually anywhere within their home or on their property.

The MediPendant® has strong intellectual property patent protection. The patent protects a unique feature of the product, which is voice prompts that alert the user of the operational status of the device and that help is being summoned upon alarm activation.

During December of 2011, the Company announced the MediPendant® would be distributed by Costco Wholesale Corporation. Costco is one of the largest retailers in not only the United States, but throughout the world with approximately 60,000,000 customers. The Company's relationship with this retailer has been very strong and sales are occurring on a daily basis, customer return rates are low and customer satisfaction is high. Early in the March 2013 quarter, the Company successfully completed a retail promotion with this large discount warehouse chain partner. An additional program began late in the March 2013 quarter and ran through April 21, 2013. During June of 2013, the MediPendant® product was featured in the retailer's pharmacy-oriented sales magazine, which is being distributed in the pharmacy section in all store locations. In mid October 2013 the Company began another retail promotion in the Costco Connection magazine. The MediPendant® has now received 28 product reviews on the retailer's website, 21 of which are "5 out of 5 Star" ratings. The average rating is "4.5 Stars" out of 5 Stars.

The Company has also had successes internationally with new distribution agreements in Denmark and Ireland. Additionally, the Company is currently working on a distribution/joint venture with JTT-EMS, which is a company located just outside of Beijing, China. Medical Alarm Concepts is expecting steady growth from its international markets during 2013. The Company also distributes the MediPendant® through Internet marketing and through various outside call centers. Significant investment is planned to expand sales opportunities relative to these areas.

(table of contents)

Medical Alarm Concepts has recently signed a supply and services contract with Coventry Health Care, Inc., which was recently acquired by Aetna Insurance (NYSE:ATA) a diversified and national company, which operates health plans, insurance companies, network rental and workers' compensation services companies. Under the terms of the agreement, the Company will become the provider of personal medical alarms for Coventry Health Care and its Medicare/Medicaid programs. As part of this new contract, Coventry Health Care, Inc. will offer the Company's MediPendant® product and monthly monitoring services directly to subscribers of selected healthcare programs provided by Coventry. Additionally, the Company's MediPendant® product has been included in several large Medicare and Medicaid related contracts on which Coventry Health Care, Inc. is bidding. The Company is expecting this contract to generate significant growth in revenue and earnings. As a result of gaining the contract, the Company plans to significantly expand its business operations in the areas of financial management, research and development, and logistics.

The Company recently received an investment led by strategic partner, JTT-EMS LTD of Shijiazhuang, China. Under the terms of the investment, JTT-EMS LTD purchased Common Stock in a private placement transaction and has indicated to the Company that it plans to hold these shares as a long-term investment. The financing, including additional investments by current shareholders, are total up to approximately \$330,000. There are no warrants or options associated with this investment. As more fully noted below, funds received will primarily be used to rebuild inventory levels to meet the growing demand and to pay professional fees associated with returning the Company to fully reporting status.

On December 15, 2013, the Company entered into a Global Settlement Agreement (the "Agreement") with the holder of its credit line and major shareholders. Under the terms of the agreement, all of the Company's credit line and accrued interests on credit line were forgiven and all of the convertible debt would be converted to common shares, except for the balance of \$25,908.07.

In exchange for the credit line cancellation and the conversion of convertible debt, both parties agreed on the following terms: 1) the management team agreed to modify its September 19, 2011 agreement with the Company giving up all anti-dilution rights, 2) the Company agreed to take steps to increase the number of authorized shares to accommodate the debt conversions and would complete a reverse split of its shares, 3) The Company would file a registration statement with the SEC, and 4) the Company would continue to file past due periodic reports with the SEC on Forms 10-Q and 10-K in order to return the Company to full reporting status, a process that is already well underway.

We believe upcoming balance sheets, on which we expect to be free of nearly all long-term debt and free of warrants, options and minimal outstanding preferred stock, will more accurately reflect the true value of our growing company.

The Company expects calendar year 2014 to be one of continued growth in both monthly recurring revenues and distribution sales, which will allow the Company to realize sustainable positive operating cash flow. We believe the growth rate and the positive operating cash flow we are currently realizing is sustainable into 2014 and beyond.

Going Concern

These consolidated financial statements are presented on the basis that we will continue as a going concern. The going concern concept contemplates the realization of assets and satisfaction of liabilities in the normal course of business

As reflected in the accompanying consolidated financial statements, the Company has working capital deficit of \$4,096,975, did not generate cash from its operations, had stockholders' deficit of \$5,401,170 and had operating loss for past two years. These circumstances raise substantial doubt about the Company's ability to continue as a going concern.

While the Company is attempting to generate sufficient revenues, the Company's cash position may not be enough to support the Company's daily operations. Management intends to raise additional funds by way of a public or private offering. Management believes that the actions presently being taken to further implement its business plan and generate sufficient revenues provide the opportunity for the Company to continue as a going concern. While the Company believes in the viability of its strategy to increase revenues and in its ability to raise additional funds, there can be no assurances to that effect. The ability of the Company to continue as a going concern is dependent upon the Company's ability to further implement its business plan and generate sufficient revenues.

The consolidated financial statements do not include any adjustments that might be necessary if the Company is unable to continue as a going concern.

Results of Operations

(table of contents)

Results of Operations for Three Months Ended March 31, 2012 and 2012

Net Sales

Net sales generated during the quarters ended March 31, 2013 and 2012 was \$179,110 and \$45,624, respectively; representing a 293% or \$133,486 increase, resulting from a change in strategic business direction toward more widespread product distribution and away from reliance on only a few resellers and distributors. This Company believes this change in business direction will lead to stronger growth and margins and higher overall sales during future periods. During the quarters ended March 31, 2013 and 2012, net sales were generated from sales to distributors, resellers and from direct sales to consumers who pay the Company for monthly monitoring services.

Cost of Sales

Cost of sales incurred during quarters ended March 31, 2013 and 2012 were \$105,049 and \$77,217, respectively, representing a 36% or \$27,832 increase. The increase of cost of sales was mainly due to increase of revenue and the Company changed its strategic business direction more toward sales to consumers who pay monthly monitoring services.

Gross Profit

Gross profit generated during quarters ended March 31, 2013 and 2012 was \$74,061 and gross loss of \$31,593. The gross profit margin for quarters ended March 31, 2013, for the same period of 2012; gross loss margin was 69%, respectively. The increase in gross profit margin was mainly due to the 293% increase in net sales, which was more than enough to offset the 36% increase in cost of sales.

General and Administration

General and administrative expenses for quarters ended March 31, 2013 and 2012 were \$113,769 and \$200,491, respectively; representing 43% or \$86,722 decrease in general and administrative expense mainly due to the decreased consulting and professional fees.

Selling Expenses

Selling expenses incurred during quarters ended March 31, 2013 and 2012 was \$73,720 and \$18,329, respectively. The \$55,391 was a 302% increase compared to the previous period. During quarter ended March 31, 2013, the Company expanded its marketing efforts, which incurred increased amount of selling expenses.

Change in Fair Value of Derivative Instrument

Changes in fair value of derivative instrument generated income of \$324,176 and \$19,927,535 during quarters ended March 31, 2013 and 2012, respectively. This was due to a lower value of the derivative liability at March 31, 2013 and a higher value of the derivative liability at December 31, 2012.

Interest Expense

Interest expense for the quarter ended March 31, 2013 and 2012 were \$105,356 and \$101,842, respectively.

Net Income

Net income generated during quarter ended March 31, 2013 was \$105,391, comparably, during the same period of 2012, the Company generated net income of \$19,495,280, for the reasons stated above.

Results of Operations for Nine Months Ended March 31, 2013 and 2012

Net Sales

(table of contents)

Net sales generated during the nine months ended March 31, 2013 and 2012 was \$464,475 and \$163,285, respectively; representing a 184% or \$301,190 increase, resulting from a change in strategic business direction toward more widespread product distribution and away from reliance on only a few resellers and distributors. This Company believes this change in business direction will lead to stronger growth and margins and higher overall sales during future periods. During nine months ended March 31, 2013 and 2012, net sales were generated from sales to distributors, resellers and from direct sales to consumers who pay the Company for monthly monitoring services.

Cost of Sales

Cost of sales incurred during nine months ended March 31, 2013 and 2012 were \$249,003 and \$126,944, respectively, representing a 96% or \$122,059 increase. The increase of cost of sales was mainly due to increase of revenue and the Company changed its strategic business direction more toward sales to consumers who pay monthly monitoring services.

Gross Profit

Gross profit generated during nine months ended March 31, 2013 and 2012 was \$215,472 and \$36,341, representing an 493% or \$179,131 increase. The gross profit margin for nine months ended March 31, 2013 and 2012 was 46% and 22%, respectively. The increase in gross profit margin was mainly due to the 184% increase in net sales, which was more than enough to offset the 96% increase in cost of sales.

General and Administration

General and administrative expenses for nine months ended March 31, 2013 and 2012 were \$379,408 and \$591,831, respectively; representing 36% or \$212,423 decrease in general and administrative expense mainly due to the decreased consulting and professional fees.

Selling Expenses

Selling expenses incurred during nine months ended March 31, 2013 and 2012 was \$178,165 and \$48,878, respectively. The \$129,287 was a 265% increase compared to the previous period. During nine months ended March 31, 2013, the Company expanded its marketing efforts, which incurred increased amount of selling expenses.

Change in Fair Value of Derivative Instrument

Changes in fair value of derivative instrument generated income of \$4,290,296 and incurred expense of \$11,529,439 during nine months ended March 31, 2013 and 2012, respectively. This was due to a lower value of the derivative liability at March 31, 2013 and a higher value of the derivative liability at March 31, 2012.

Interest Expense

Interest expense for the nine months ended March 31, 2013 and 2012 were \$490,237 and \$907,508, respectively. The decrease in interest expense was mainly due to decrease amount of interest expense recorded on the excess of derivative liability over the amount of the convertible debt, which was recorded as interest expense at the inception of the note.

Gain on Debt Extinguishment

The Company accounts for the conversion of convertible debt when a conversion option has been bifurcated using the general extinguishment standards. The debt and equity linked derivatives are removed at their carrying amounts and the shares issued are measured at their then-current fair value, with any difference recorded as a gain or loss on extinguishment of the two separate accounting liabilities. During the nine months ended March 31, 2013, the Company recognized a gain on extinguishment of \$25,271 from the conversion of convertible debt with a bifurcated conversion option.

Gain on Sale of Subscriber Accounts

Gain on Sale of Subscriber Accounts for nine months ended March 31, 2013 and 2012 was \$nil and \$128,362 and, respectively. In three month ended September 30, 2011, the Company sold certain subscriber accounts and received the gross proceeds of \$128,362.

Net Income (Loss)

(table of contents)

Net income generated during nine months ended March 31, 2013 was \$3,483,228, comparably, during the same period of 2012, the Company incurred net loss of \$12,992,953, for the reasons stated above.

Liquidity and Capital Resources

As of March 31, 2013 and June 30, 2012, we had \$81,529 and \$20,577 in cash, respectively.

During nine months ended March 31, 2013, operating activities used net cash of \$349,398; comparably, during the same period of 2012, the Company's operating activities used net cash of \$513,585. Main reasons for the change in net cash of operating activities were outlined below:

1. Changes in fair value of derivative instrument during nine months ended March 31, 2013 generated non-cash income of \$4,290,297; comparably, during the same period of 2012, such change incurred non-cash expense of \$11,529,439;
2. During nine months ended March 31, 2013 and 2012, amortization of discount on convertible notes and interest expense incurred non-cash expense of \$311,424 and \$724,119, respectively.
3. During nine months ended March 31, 2013, the increase of deferred revenue generated cash inflow of \$132,197; comparably, during the same period of 2012, the decrease of deferred revenue caused cash outflow of \$9,171.

During nine months ended March 31, 2013 and 2012, financing activities generated net cash inflow of \$410,350 and \$517,502, respectively. Main reasons for the change in net cash provided in financing activities were outlined below:

1. During nine months ended March 31, 2013 and 2012, the Company raised \$58,000 and 222,208 by issuing several convertible notes to a number of accredited investors.
2. During nine months ended March 31, 2013, the Company raised \$23,100 through issuing common stocks to various investors; there was no transaction in similar nature during the same period of 2012;
 3. During nine months ended March 31, 2013, the Company repaid \$10,750 to its credit line.
4. During the current period, the Company received \$60,000 from the collection of outstanding loan receivable.
5. During nine months ended March 31, 2013, the Company raised \$280,000 through receiving deposits for stock to be issued. There was no transaction is similar nature during same period of 2012.

We believe we can satisfy our cash requirements for the next twelve months with our current cash flow from business operations, although there can be no assurance to that effect. If we are unable to satisfy our cash requirements, we may be unable to proceed with our plan of operation. We do not anticipate the purchase or sale of any significant equipment. We also do not expect any significant additions to the number of employees. The foregoing represents our best estimate of our cash needs based on current planning and business conditions. In the event we are not successful in reaching our initial revenue targets, additional funds may be required, and we may not be able to proceed with our

business plan for the development and marketing of our core services. Should this occur, we may be forced to suspend or cease operations.

We anticipate incurring operating losses in the foreseeable future. Therefore, our auditors have raised substantial doubt about our ability to continue as a going concern.

Off-Balance Sheet Arrangements

At December 31, 2012, we did not have any relationships with unconsolidated entities or financial partnerships, such as entities often referred to as structured finance or special purpose entities, established for the purpose of facilitating off-balance sheet arrangements or other contractually narrow or limited purposes. As such, we are not exposed to any financing, liquidity, market or credit risk that could arise if we had engaged in such relationships.

Item 3. QUANTITATIVE AND QUALITATIVE DISCLOSURES ABOUT MARKET RISK
Not required for smaller reporting companies.

Item
Evaluation of Disclosure Controls.

4. Controls and Procedures

(table of contents)

Our management, under the supervision and with the participation of our Chief Executive Officer ("CEO") and Chief Financial Officer ("CFO"), has evaluated the effectiveness of our disclosure controls and procedures as defined in SEC Rules 13a-15(e) and 15d-15(e) as of the end of the period covered by this Quarterly Report. Our disclosure controls and procedures are designed to ensure that information required to be disclosed in the reports we file or submit under the Securities Exchange Act of 1934 ("Exchange Act") is recorded, processed, summarized, and reported within the time periods specified in the SEC's forms, and that such information is accumulated and communicated to our management including our CEO and CFO, to allow timely decisions regarding required disclosures. Based on their evaluation, our CEO and CFO have concluded that, as of March 31, 2013, our disclosure controls and procedures were ineffective.

Our management has conducted, with the participation of our CEO and CFO, an assessment, including testing of the effectiveness, of our disclosure controls and procedures as of March 31, 2013. Based on such evaluation, management identified deficiencies that were determined to be a material weakness.

A material weakness is a deficiency, or a combination of deficiencies, in disclosure controls and procedures, such that there is a reasonable possibility that a material misstatement of the company's annual or interim financial statements will not be prevented or detected on a timely basis. Because of the material weaknesses described below, management concluded that our disclosure controls and procedures were ineffective as of March 31, 2013.

The specific material weakness identified by the Company's management as of March 31, 2013 are described as follows:

1 The Company is lacking qualified resources to perform the internal audit functions properly. In addition, the scope and effectiveness of the Company's internal audit function are yet to be developed.

1 We currently do not have an audit committee.

1 The Company is relatively inexperienced with certain complexities within USGAAP and SEC reporting.

Remediation Initiative

1 We are committed to establishing the disclosure controls and procedures but due to limited qualified resources in the region, we were not able to hire sufficient internal audit resources by March 31, 2013. However, internally we established a central management center to recruit more senior qualified people in order to improve our internal control procedures. Externally, we are looking forward to engaging an accounting firm to assist the Company in improving the Company's internal control system based on the COSO Framework. We also will increase our efforts to hire the qualified resources.

1 We intend to establish an audit committee of the board of directors as soon as practicable. We envision that the audit committee will be primarily responsible for reviewing the services performed by our independent auditors, evaluating our accounting policies and our system of internal controls.

Conclusion

The Company did not have sufficient and skilled accounting personnel with an appropriate level of technical accounting knowledge and experience in the application of generally accepted accounting principles accepted in the United States of America commensurate with the Company's disclosure controls and procedures requirements, which resulted in a number of deficiencies in disclosure controls and procedures that were identified as being significant. The Company's management believes that the number and nature of these significant deficiencies, when aggregated, was determined to be a material weakness.

Despite of the material weaknesses and deficiencies reported above, the Company's management believes that its condensed consolidated financial statements included in this report fairly present in all material respects the Company's financial condition, results of operations and cash flows for the periods presented and that this report does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this report.

Changes in internal control over financial reporting.

There were no changes in the Company's internal control over financial reporting during the quarter ended March 31, 2013 that have materially affected, or are reasonably likely to materially affect, our internal control over financial reporting.

(table of contents)

PART III. OTHER INFORMATION

ITEM 1. LEGAL PROCEEDINGS

None.

ITEM 1A. RISK FACTORS

Note: in addition to the other information set forth in this report, you should carefully consider the factors discussed in “Item 1A. Risk Factors” contained in our Annual Report on Form 10-K for the fiscal year ended June 30, 2012, which could materially affect our business, financial condition, or future results. During the three and nine months ended March 31, 2013, there have been no material changes to the risk factors previously disclosed in our Annual Report on Form 10-K for the year ended June 30, 2012.

Item 2. Unregistered Sales of Equity Securities and Use of Proceeds
None.

Item 3. Defaults Upon Senior Securities
None.

Item 4. Mine safety disclosures
Not applicable.

Item 5. Other Information
None.

Exhibit No.	Description	Item 6. Exhibits Incorporated by Reference in Document	Exhibit No. in Incorporated Document
3.1	Amendment to the Articles of Incorporation Filed on September 24, 2009 with the Nevada Secretary of State.	Filed as Exhibit to the Form 8-K filed on September 30, 2009 and incorporated herein by reference.	3.1
31.1	<u>Certification of Principal Executive Officer and Principal Financial Officer pursuant to Rule 13a-14(a) and Rule 15d-14(a) of the Securities Exchange Act of 1934, as amended</u>	Filed herewith.	
32.1	<u>Certification of Principal Executive Officer and Principal Financial Officer, pursuant to 18 U.S.C. 1350, as adopted pursuant to Section 906 of the Sarbanes-Oxley Act of 2002</u>	Filed herewith.	

(table of contents)

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

MEDICAL ALARM CONCEPTS HOLDING, INC.

(Registrant)

/s/ Ronnie Adams May 29, 2014 Chief Executive Officer and Chief Financial Officer
Ronnie Adams (Principal Executive Officer, Principal Financial and Accounting Officer)

/s/ Allen Polsky May 29, 2014 Director
Allen Polsky